



WBTV
One Julian Price Place
Charlotte, NC 28208
(704) 374-3500

CONTRACT

<u>Contract / Revision</u> 847977 /		<u>Alt Order #</u> 06410001
<u>Product</u> API TARGET 2012		
<u>Contract Dates</u> 11/12/12 - 11/18/12	<u>Estimate #</u> 3299	
<u>Advertiser</u> American Petroleum Institute		<u>Original Date / Revision</u> 11/12/12 / 11/12/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WBTV	<u>Account Executive</u> Dave Clark	<u>Sales Office</u> Telerep-Washin
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 9912521	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Strategic Media Svcs
3299 K Street NW
Suite 200
Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WBTV	11/13/12	11/16/12	WBTV News 6a	6-7a		:30			NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/12/12	11/18/12	-TWTF--				5	\$800.00			
N 2	WBTV	11/13/12	11/15/12	WBTV News At Noon	12-12:30p		:30			NM	2	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/12/12	11/18/12	-T-T---				2	\$675.00			
N 3	WBTV	11/13/12	11/16/12	WBTV News at 6p	M-F 6p-630p		:30			NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/12/12	11/18/12	-TWTF--				4	\$1,200.00			
N 4	WBTV	11/13/12	11/15/12	WBTV News @ 11p	11p-1135p		:30			NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/12/12	11/18/12	-TWT---				3	\$1,500.00			
N 5	WBTV	11/17/12	11/17/12	NCAA Football Reg Game 2	330p-7p		:30			NM	1	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/12/12	11/18/12	-----1-				1	\$4,200.00			
N 6	WBTV	11/17/12	11/17/12	WBTV 11p News / Sat.	11p-1135p		:30			NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/12/12	11/18/12	-----1-				1	\$1,300.00			
N 7	WBTV	11/18/12	11/18/12	CBS Sunday Morning	9-1030a		:30			NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/12/12	11/18/12	-----1				1	\$850.00			
Totals											17	\$21,000.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/18/12	17	\$21,000.00	\$17,850.00
Totals	17	\$21,000.00	\$17,850.00

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.